MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018 / 2019

PBU0044 / PBU0045 – INTRODUCTION TO BUSINESS / INTRODUCTION TO BUSINESS MANAGEMENT

(All Sections)

15 October 2018
9 AM – 11 AM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO pages** excluding the cover page.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

QUESTION 1 [20 Marks]

a. List and explain the **FIVE (5)** factors of production (10 marks)

b. Any government wishes to have a stable economy. List and explain the **TWO (2)** policies that a government would practice in order to sustain a country's stability? (4 marks)

c. Explain the below approaches towards corporate social responsibility. (6 marks)

i. Defensive stance
ii. Accommodative stance
iii. Proactive stance

QUESTION 2 [20 Marks]

a. What is product life cycle? (2 marks)

b. Explain product life cycle based on each of the stages. (8 marks)

c. Explain **FOUR (4)** types of non-store retailing as part of distribution channel used for products in this new era of business world. (8 marks)

d. List any **TWO (2)** types of promotional mix tools. (2marks)

QUESTION 3 [20 Marks]

a. What is a securities and exchange commission? (2 marks)

b. What is a stock exchange? Name the stock exchange of Malaysia. (2 marks)

c. Define and explain 'bull market' and 'bear market'. (6 marks)

d. Briefly describe the risk-return relationship. (2 marks)

e. List the **FOUR (4)** financial institutions and explain the role of each institution. (8 marks)

QUESTION 4 [20 Marks]

a. Briefly state and explain the roles of the **THREE (3)** types of manager. Provide an example for each type. (9 marks)

b. Briefly explain the difference between job description and job specification. (4 marks)

c. Define what is meant by leadership. (3 marks)

d. Explain the difference between Task-Focused Leader Behaviour and Employee-Focused Leader Behaviour. (4 marks)

QUESTION 5 [20 Marks]

a. Briefly state and explain the "Big Five" personality traits. (10 marks)

b. Describe what is meant by a person who has emotional quotient. (5 marks)

c. One of ways to enhance employees' motivation level is to introduce a modified work schedule. State **THREE (3)** advantages and **TWO (2)** disadvantages of doing so. (5 marks)